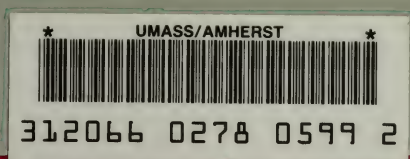


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# The Massachusetts Fine Foods & Artisanry Program



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A Program of the Massachusetts  
Department of Commerce

## What is the Massachusetts Fine Foods & Artisanry Program?

The Massachusetts Fine Foods & Artisanry Program is a service offered by the Massachusetts Department of Commerce in cooperation with the Department of Food & Agriculture. Realizing the wealth of creativity found within the Commonwealth, this program offers a three-fold approach to assisting specialty food companies and artisans alike:

- By reaching out to fine food entrepreneurs and artisans within the state, the program seeks to identify products which represent the unique flavor and capture the spirit that makes Massachusetts special.
- By creating public awareness of the high quality and distinctive nature of Massachusetts products, the Fine Foods & Artisanry Program is providing an avenue for companies to enter domestic and international markets.
- By offering technical assistance, in the form of workshops, seminars and one-on-one counseling, we strive to foster a “spirit of entrepreneurship” among purveyors of fine food products as well as self-employed artisans, reinforcing the virtues of independence, self-reliance, quality and ingenuity.

Through a jury process, the Fine Foods & Artisanry Program abides by standards of excellence by which products are determined to be of sufficient quality to be included under the program's umbrella. This evaluation includes assessment of packaging, manufacturing, content and presentation. Program personnel work with those companies in need of improving their product, marketing presentation or packaging.

One of the most exciting aspects of the Fine Foods & Artisanry Program is the opportunity for fine food companies and artisans to participate in domestic and international trade shows. The program sponsors Massachusetts Pavilions which include small food companies and artisans who would otherwise be unable to participate in such a venture independently. This form of promotion has proven to be an invaluable marketing tool for the small business person.

Research shows that a lucrative market for Massachusetts specialty foods and fine crafts exists within the retail, hotel and restaurant industries. Through comprehensive promotion, the Massachusetts Fine Foods & Artisanry Program will provide the opportunity for program participants to break into these markets.

For more information regarding the Massachusetts Fine Foods & Artisanry Program, call the Department of Commerce at (617) 727-3877 or return the information card found in this brochure.

I am interested in obtaining more information about the Massachusetts Fine Foods & Artisanry Program.

I am ☐ an Artisan  
☐ a Specialty Food Purveyor  
☐ a Wholesaler  
☐ a Retailer  
☐ Other \_\_\_\_\_

I am particularly interested in \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please send more information to:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
(City) (State) (Zip)

Telephone: \_\_\_\_\_  
(area code)







Massachusetts Department of Commerce  
Fine Foods and Artisanry Program  
100 Cambridge St. — 13th floor  
Boston, Massachusetts 02202

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The Commonwealth of Massachusetts  
Michael S. Dukakis  
Governor

Joseph D. Alviani, Secretary  
Executive Office of Economic Affairs

Paul J. Tortolani, Commissioner  
Mass. Department of Commerce

 The spirit of Massachusetts  
is the spirit of America.